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The Californian

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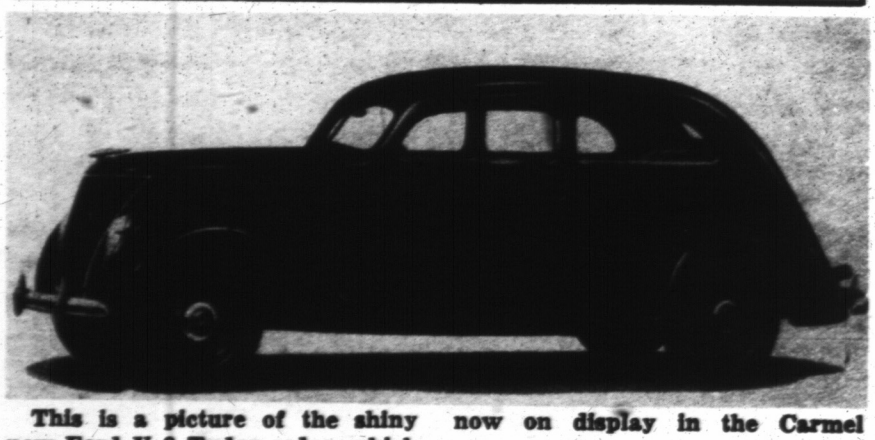
VOLUME V. CARMEL, CALIFORNIA, WEDNESDAY, JULY 14, 1937. NUMBER 25.

FAMOUS CARMEL TOURISTS

① "LOVERS"
LOVERS do indeed Find CARMEL a place to pursue this CURIOUS mood of NATURE!
② AMY S. McPherson whose cottage still stands despite souvenir hunters
③ CARICATURIST "WOLO", who came, drew and departed — with elegance
drawings
④ IOWAN WHO COMES TO CARMEL TO SEE THE MYTHICAL NUDIST COLONY
P. Nesbitt

How Would You Like This?



This is a picture of the shiny new Ford V-8 Tudor sedan which will be awarded the winner of the great Californian Circulation Club contest August 28th. This car is now on display in the Carmel showroom of the Berthold Motor company, local agent for Ford, San Carlos and Seventh streets.

Situation Regarding Audit Very Dubious

No one seems to know, or if anyone does he won't tell, just what the exact situation is concerning the alleged discrepancies in the city books.

At the council meeting last Wednesday night, Saidee Van Brower, city clerk, whose mistakes over the last 11 years in connection with the lising of certain bond series taxes have caused all the trouble, jumped up and with quavering voice declared that 46 of 75 counts on which she is held in error by expensive Auditor C. L. Shaff were mistakes of Mr. Shaff.

Argyll Campbell, city attorney, who was to have been present at the meeting to read his detailed report of the audit, sent a very insufficient wire from Washington which in substance oked the audit —"with exception of minor correction."

The net result of all the goings on is anybody's guess. However, Councilman Bernard Rowntree probably came as close as anyone to summing up the dubious situation when he moved that other legal opinion be obtained in the matter, and that it be referred to the finance committee.

A summary of the whole business might read like this: Shaff says city clerk made 75 omissions amounting to $2600. City clerk says she only made 29, doesn't know how much said ommissions represent in dollars and cents, and all one needs to do is check the books against the audit to see that she is correct. City attorney says except for minor correction Shaff audit correct. Somebody, obviously, is wrong. Local sympathy is divided between long suffering, hard-working city clerk, and tax payers in favor of efficiency, with a small amount going to uphold reputation of public accountant.

Mrs. William B. Paris and her daughter, Miss Jane Paris, of Fresno, plan to come to Carmel soon to be here a month.

* * *

Mr. and Mrs. Harold Hunt are in Carmel for two weeks. Mr. Hunt is a prominent Oakland druggist.

Our new subscription price is $1.00.. We will give you more than your money's worth. One small dollar per year. Subscribe ! ! ! !

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$1200 IN AWARDS AND CASH COMMISSIONS

Will Be Given by THE CALIFORNIAN to Members of Its Circulation Club

FIRST PRIZE—A 1937 Ford V-8 Tudor Sedan—Complete

SECOND PRIZE—$200 THIRD PRIZE—$75 FOURTH PRIZE—$25

(FROM THE BERTHOLD MOTOR CO.)

ALL IN CASH!

Open to Everyone Who Lives on the Monterey Peninsula

HOW TO JOIN CLUB

The first thing to do is to cut out the membership blank appearing on this page, fill in your name and address or those of a friend and send or bring the coupon to the Circulation Club Department of The Californian.

This coupon entitles you, or the one you nominate, to 10,000 free votes. Only one such nomination will be accepted for each club member. After you are nominated, get your friends to save free vote coupons for you and give their subscriptions.

Receipt books are furnished club members free of charge.

DON'T WAIT TO BE NOMINATED. SEND IN YOUR OWN NAME

MEMBERSHIP BLANK
GOOD FOR 10,000 VOTES

Name .....

Address .....

Write in your name and address or that of a friend and bring or mail to the Circulation Club Department, The Californian, Las Tiendas Patio, Carmel. Name of person making nomination will not be divulged if so requested.

VOTE SCHEDULE
AND SUBSCRIPTION PRICE OF THE CALIFORNIAN

1 Year	$1.00	3,000 Votes
2 Years	2.00	10,000 Votes
3 Years	3.00	20,000 Votes
4 Years	4.00	30,000 Votes
5 Years	5.00	40,000 Votes
10 Years	10.00	100,000 Votes

GOOD FOR 100,000 EXTRA VOTES
FIRST WEEK COUPON

This coupon when accompanied by four yearly subscriptions or equivalent will credit a Club Member 100,000 extra votes if turned in during the first week of active entry. Only one of these ballots accepted for each Club Member.

Subscriber's Name .....

Subscriber's Name .....

Subscriber's Name .....

Subscriber's Name .....

Club Member's Name .....

GOOD FOR 25,000 VOTES
FIRST SUBSCRIPTION COUPON FOR

Name .....

Address .....

When accompanied by Club Member's first subscription, this coupon is good for 25,000 extra votes.

GOOD FOR 500 VOTES

Name .....

Address .....

This coupon is good for 500 votes when sent to Californian office. Do not roll or fold, but place in envelope with name on, and drop into ballot box at the Californian, or merely mail it in.

RULES OF CAMPAIGN

Any resident of the peninsula may compete for the awards. No one in the employ of The Californian may become a candidate.

Voting ballots issued on subscriptions may be voted or held until the close of the campaign, but no one may vote more than 25,000 votes ahead of any Club Member. Any votes above that amount must be reserved.

Members are responsible for all money collected and must report at least once each week or more often if requested to do so.

At the close of the campaign, the unpublished votes and the subscription money collected during the last three days of the campaign which will be placed in a locked box, will be counted by a committee of disinterested citizens of the vicinity, who will make the awards.

Bonus ballots will be awarded from time to time.

Any question that may arise will be determined by the campaign manager, whose decision shall be final.

You may nominate yourself or someone else. It costs you nothing to join the Circulation Club.

Votes may not be transferred to anyone else already on the list of candidates.

The Californian reserves the right to give votes on advertising.

In case of a tie, awards of equal value will be made tying Members.

All Club Members who turn in ten one year subscriptions or their equivalent in longer subscriptions, by 5 P.M. Monday, July 19, will receive 50,000 extra votes, those who turn in fifteen subscriptions will receive 75,000 extra votes, and for twenty-five subscriptions they will be awarded 150,000 extra votes. A bonus of 50,000 votes will be given Club Members who turn in twenty-five subscriptions the first week of active entry.

For further information Phone Carmel 70 or come to The Californian office, Las Tiendas Patio.

THE CIRCULATION CLUB OPENED MONDAY, JULY 12. WILL CLOSE SATURDAY, AUGUST 28, 1937.

A Special Prize of $5 will Be Given The Person Who First Nominates The Winner.

The Californian

Formerly the Carmel Sun

Published Every Wednsday

PALMER T. BEAUDETTE,
Editor and Publisher

MARIE LORD BEAUDETTE,
Business Manager

SALLY FRY,
Society and Art

Office located in the
Las Tiendas Patio Ocean Ave.
Phone, Carmel 70

Entered as second-class matter, February 3, 1933, at the postoffice at Carmel, California, under the Act of March 3, 1879.

The Californian, formerly The Carmel Sun, was adjudicated a Newspaper of General Circulation by the Superior Court of Monterey County, California, October 7, 1936.

Subscription rate $1 per year.

This week The Californian is beginning the most ambitious, yes, and most optimistic, circulation drive a Carmel newspaper has ever attempted. We are gambling a considerable amount of money in an effort to gain your support that we may give you a better paper.

Let's understand a few points. The campaign which we are now inaugurating is to be conducted with dignity and efficiency. It is legal, and what is more, honest, and is in no way a lottery. We are not trying to "get rich quick" at anyone's expense. We are not asking you to give us a dollar just to get your dollar. We are simply trying to get you to support The Californian as a legitimate product.

This newspaper business revolves in a confounding circle. A newspaper needs subscribers to gain support and needs support to gain subscribers.

Remember too, please, that a subscription solicitor is not a louse who makes it his business to get your money and bother you as much as possible. He, or she, is selling a good product, is trying to make a living, or win a desirable prize, and does not deserve to be kicked off the front porch like a stray dog. Unfortunately, unlike most other businesses, a newspaper has its support from a larger per cent of the population than any other one business in the community. As a result of this, it has been found that personal solicitation is the best way to make residents aware that there is a newspaper, and that it must be bought like groceries, and not taken for granted.

The money you spend for a subscription to The Californian does not flow into the editor's pocket to be spent on beer. It goes to pay for the prizes. All we get is another subscriber which in turn gives us better coverage, permits us to give our advertisers, often you, better results; sells us more advertising so that we can pay better writers and put out a better paper.

In other words, subscription campaigns are not rackets. We are selling you a legitimate product on an honest basis. When you support the paper you are not only helping the editor to make a living, but you are helping the community and yourself.

Surely, however, $1.00 for a year's subscription is no great gamble on your part. You certainly get one dollar's worth of information, and amusement or benefit from 52 issues of The Californian. If you don't get many, many times that it was a very dark, sad day this editor was born.

* * *

This article, like the one which appeared last week, is the opinion of one of our readers and is not necessarily consistent with the policy of this paper except insofar as it is our policy to give any intelligent writing space in these columns.

OUR INALIENABLE RIGHTS

In any serious attempt to solve the many problems which are constantly arising to baffle and torment the human race it is necessary to brush aside and dispose of as garbish a vast amount of litter and rubbish in the way of mis-information, half - baked truths and erroneous assumptions, which have, by reiteration and fanatical clamor, become axiomatic in character.

The acceptance of these deceptive dogmas and spurious axioms in euphemistic garbs constitutes one of the most persistent and ubiquitous perils confronting our race. They react like narcotics, create delusions, vitiate the will power and pervert the spiritual structure.

Early in the history of America, in the Preamble to the Declaration of Independence, appeared one of these dogmatic atrocities. "We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable rights, that among these are Life, Liberty and the Pursuit of Happiness."

That all men are created equal is a self-evident falsehood, a palpable absurdity.

That all men are endowed by their Creator with certain unalienable rights, that among these are Life, Liberty and the pursuit of Happiness is but a rhetorical hyperbole without foundation of fact, illogical and inconsistent.

Since men are not, in any conception, created equal and that the vast majority are congenitally moronic, and many, and it would seem a considerable portion of our race, are born with defective intellects, depraved and degenerate instincts and a total absence of any sense of moral, ethical or physical responsibility. This premise does not require any particular confirmation. Evidence of its validity accumulates hourly. One has but to read the headlines in the morning paper to have spread before him an array of incontravertible testimony of the most shocking, depraved and alarming character.

Life, Liberty and the pursuit of Happiness are therefore not unalienable Rights. Man is entitled to Life so long as he respects the rights of others and does not become a public menace. Any animal is entitled to life under very similar conditions. The mad dog, the predatory wolf or any rapacious creature that becomes a public menace forfeits the right to live.

Man is entitled to Liberty so long as he does not abuse that Liberty and construes it as a License to prey upon his fellow men.

"Life, Liberty and the pursuit of Happiness." At the time this sentimental solecism was penned, Slavery, both of whites and blacks was general in the colonies. It was fostered and protected. Imprisonment for Debt of trivial sums was a common practice. This is mentioned merely to emphasize that Man has always had a predilection for platitudes and hypocritical phrases. It is a trick as old as the race itself. Kleon, of ancient Greece, the prototype of the modern demagogue, was a facile coiner of unctuous phrases, excitants of Class Cleavage and popular prejudice.

"The pursuit of Happiness." Does it mean that all men find pleasure and contentment in legitimate and praiseworthy effort. Not at all. Pasteur found Happiness in his laboratory, Edison in his workshop, Washington in unselfish devotion to country and Rockefeller in practical philanthropy.

Perifidious politicians find Happiness in corruption, bribery and cunning schemes for debauching the electorate and winning elections.

Morons, mediocres and misfits find their Happiness in mendicancy, parasitism and vagrancy.

Honest and honorable men, whatever their station or vocation, seek Happiness in useful, productive Labor. The right to earn a livelihood by fair methods they consider an inherent and inalienable condition of human existence and Happiness. Unfortunately this group constitutes an insignificant minority.

Now comes that legion of human derelicts, perverts, degenerates and jackals whose conception of Happiness is the assault and ravishing of little girls, kidnapping children, purveying "dope" to ignorant and curious adolescents and laying lures for the promotion of Vice. Are these inalienable Rights?

We speak of humanity in the mass as the Public. We have enfranchised, almost unconditionally, all adults of twenty one years and older. Degenerates, perverts, criminals, morons and all that scum of humanity, a minority probably, but of sufficient number to be a decisive factor. All issues of the ballot are in their control.

We speak of the "Will of the Majority and what does it mean? That the human derelicts, actuated by common impulse of selfishness and self-preservation have registered their preference.

What of a family-afflicted with an idiot child, a criminal or degenerate moron were to counsel with them and be governed by their erratic whims? How long could they escape destitution and permament destruction? Society, or the Public is attempting this preposterous experiment.

Soberly and solemnly contemplated the conclusion is inevitable that the Majority Will is not a safe dependence. It has the elements of Mob psychology. What are the inalienable rights of Man? To be honest, sincere and trustworthy; to be self-respecting and to respect others; to earn a livelihood by legitimate means and to extend the same privilege to others and in the exercise of these rights to be free from jeopardy, enjoy untrammeled Liberty and the Happiness of a clean character and a clear conscience.

Judge Ross Studies Audit Descrepancies

It is expected that at the meeting of the council tonight Judge George P. Ross, who has been retained by the council's finance committee to study the discrepancies between auditor Shaff's report and the city clerk's report that 46 of 75 omissions from the tax rolls reported by Shaff were in error, will have an explanation resulting from a careful study of the situation. Shaff said he would turn in his explanation of the matter to Judge Ross Tuesday. Otherwise, he said, his only statement was contained in his original audit report to the council. The explanation to be turned in yesterday was to be merely a recapitulation.

"Report of Audit, Second Sewer Special Improvements District Assessments December 31, 1936.

"Our audit of this special improvement district's assesments disclosed various errors and discrepancies, part of which are summarized in the attached schedules.

"In further explanation of differences we submit the following comments: Assesments on lots 1, 3, 5 and 7 in Block 63, assessed to Saidee Van Brower, were left off the rolls for the year 1933, 1934, 1935 and 1936 with the notation on the assessment Bill for the year 1933 'Paid by M. Title Co., Saidee Van Brower, City Clerk.' The engineer's record of assessments was ruled off and marked 'Paid in Full.' We were unable to locate this payment and Miss Van Brower could not produce a receipt.

"On July 8th, 1936, assessments for the year 1933, 1934, 1935 were paid direct to the treasurer without penalties. Subsequent to that time the 1936 rolls were prepared and the 1936 assessment omitted.

"In addition to the above, the 1936 assessment amounting to $28.31 plus penalties of $2.83 was omitted from the rolls and has not been paid.

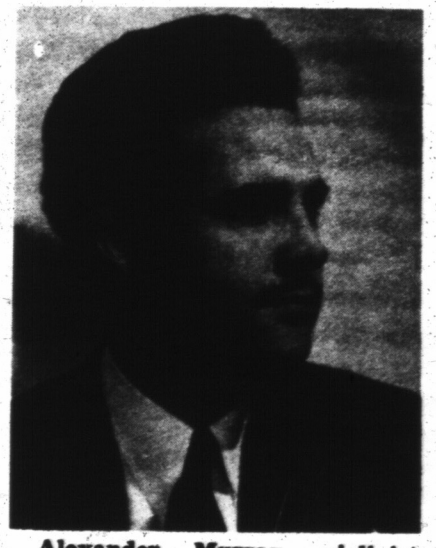
"Property Dropped from Rolls. Part of Lot 1, Block 27.

"This property is owned by the Carmel Development Company who paid the 1928 assessment amounting to $6.06.

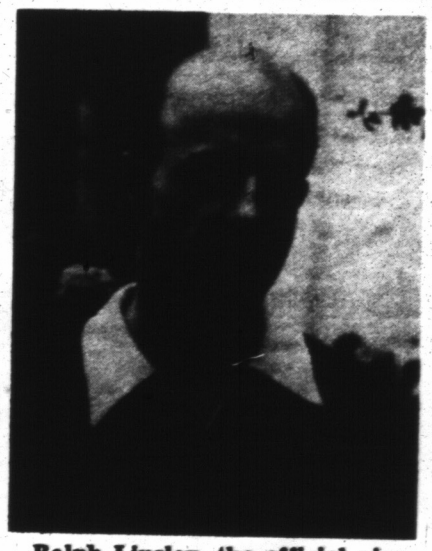
"For the years 1929 to 1935 inclusive, it was left off the rolls and marked 'City Owned.' The City Clerk informed me (Shaff) that she does have a deed to this part of Lot 1, in Block 27 and that it was left off the rolls in error. This is evidenced by the fact that it was entered on the 1936 rolls.

"Assessments on lots 6, 7, 8, 9, and 10 in Block 64 assessed to Jeanette Hoagland Parks for the year 1934 were ruled off and marked 'Paid Ten Years.' On August 26, 1936, two years later, the City Clerk paid over to the City Treasurer $99.44 which was the unpaid assessments on these lots except penalties. The 1934 assessments were not entered in the Delinquent Rolls nor advartised as delinquent. The 1935 assessments were omitted from the Rolls. Normal penalties on the above assessments for the years 1934 and 1935 would be as follows:"

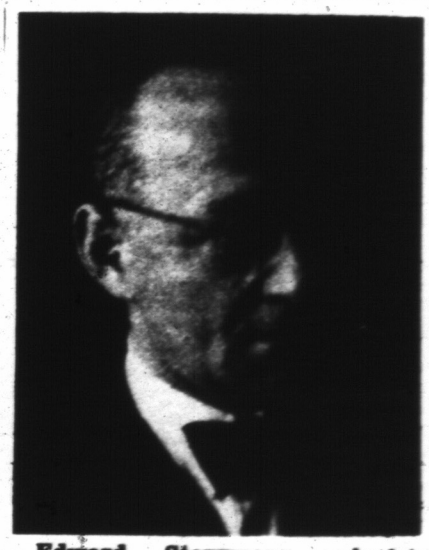
Performers in Annual Bach Festival



Alexander Murray, violinist, plays the A minor concerto with the orchestra Saturday evening, July 24.



Ralph Linsley, the official pianist in the Bach Festival, is soloist in the Brandenburg concerto III, Tuesday evening, and with Grace Thomas, flute, Sunday evening.



Edward Steurmann, pianist, plays Bach's piano works on the Thursday evening program, July 22.

Richard Wissmueller, organist for the Bach Festival, and a prominent interpreter of Bach, plays Wednesday, July 21, and Friday July 23, at All Saint's church.

Entire Bach Festival Program

MON. July 19.—11 a.m. Lecture on program evening, Myra Palache. 8 p.m. Heralding trombones. 8:30 p.m. Concert Auditorium Suite in D major for Orchestra. Chorals, Festival Chorus. Concerto, D major, for Piano and Orchestra, LILLIAN STEUBER, soloist. Cantata, "Freue Dich," Festival Chorus and Orchestra. Soloists, ALICE MOCK, of Chicago Civic Opera, soprano; EVELYN SNOW, contralto; JOHNN DAKGETT HOWELL, bass-baritone, of San Francisco Opera Co.; ANDREW SESSINK, tenor. MICHEL PENHA, conductor.

TUES. July 20.—11 a.m. Lecture on program evening, Myra Palache. 8 p.m. Heralding trombones. 8:30 p.m. Concert Auditorium. Sacred songs, NOEL SULLIVAN, basso. Sonata for violin and piano, SASCHA JACOBINOFF, OLGA STEEB. Suite for cello alone, MICHEL PENHA. Concerta for two pianos and Orchestra, WINIFRED HOWE, ANNE GREENE, conducted by MICHEL PENHA. Brandenburg Concerto No. III, Violins: Ted Gilbert, Velona Brewer, Elizabeth Moser; Violas: Miriam Smith, Sydney Peck, Earl Alcorn. Cellos, Jean Crouch, Charles Frisbie, Leland Long. Piano, Ralph Linsley. Conductor, BERNARD CALLERY.

WED. July 21.—4 pm. Organ recital, All Saints' Church. E. RICHARD WISSMUELLER. Prelude in A minor. Chorales from "The Orgelbuchlein" (Little Organ Book): (a) Jesu Priceless Treasure, (b) Oh Man, Bemoan Thy Fearful Sin, (c) Let All Together Praise Our God, (d) Christ Lay in Bonds of Death, Fugue in E flat Major, commonly called the "St. Anne's." Adagio from "The Fourth Trio Sonata," Andante from "The Fourth Trio Sonata," Choale Preludes: (a) Our Father Who Art in Heaven, (b) Wake, Awake, The Voice Calls to Us, (c) Deck Thyself, My Soul With Gladness, Toccata and Fugue in D minor.

THUR. July 22.—11 a.m. Lecture on program evening Myra Palache. 8 p.m. Heralding trombones. 8:30 p.m. Concert Auditorium. EDWARD STEURMANN, Bach-Busoni Prelude and Fugue in D major, Partita E minor, Preludes and Fugues, Chromatic Fantasie and Fugue. WANDA KRASOFF, Adagio from Concerto in D minor and Chaconne. Played on double keyboard piano.

FRI. July 23.—4 pm. Organ recital, All Saints' Church. E. RICHARD WISSMUELLER. Prelude and Fugue in E minor, Chorale Preludes, (a) My Inmost Heart Doth Yearn, b) In Dulci Jubilo (Trio), (c) When We are in Deepest Need, Maren from "Drama per Musica," Chorale from Cantata 142, Jesu, Joy of Men's Desiring. Sinfonia from Cantata 156, Canzona in D minor, Chorales from "The Orgelbuchlein" (a) From Heaven Above to Earth I Come, (b) Lord, Hear the Voice of My Complaint, (c) If Thou But Suffer God to Guide Thee, (d) Hark, A Voice Saith "All Are Mortal," Prelude and Fugue in D major.

SAT. July 24.—11 a.m. Lecture on program evening, Myra Palache. 8 p.m. Heralding trombones. 8:30 pm. Concert Auditorium. Suite in D major for Orchestra. Concerto in A minor for Violin and Orchestra, ALEXANDER MURRAY, soloist. "Coffee Cantata" Festival Chorus and Orchestra. Soloists ALICE MOCK, soprano; JOHN DAGGETT HOWELL, bass-baritone; ANDREW SESSINK, tenor; MICHEL PENHA, conductor.

SUN. July 25.—8 p.m. Heralding trombones. 8:30 p.m. Concert, Carmel Mission. Chorals, Festival Chorus. Cantata, "God's Time is the Best." Soloists, ALICE MOCK, soprano; EVELYN SNOW, contralto; JOHN DAGGETT HOWELL, bass-baritone; ANDREW SESSINK, tenor. MICHEL PENHA, conductor. Sonata for flute and piano, GRACE THOMAS, RALPH LINSLEY.

THIRD ANNUAL
CARMEL
BACH FESTIVAL

JULY 19 to 25 MICHEL PENHA, CONDUCTOR

MONDAY, TUESDAY, THURSDAY, SATURDAY - - - - - - - - - - - - - - - - SUNSET SCHOOL
SUNDAY - - - - - - - - - CARMEL MISSION — CONCERTS BEGIN AT 8:30 P. M.
ORGAN RECITALS ON WEDNESDAY AND FRIDAY - - - - - - - ALL SAINTS CHURCH, 4:00 P. M.
LECTURES ON BACH - PINE INN, DAILY AT 11:00 A. M.

SEASON TICKETS: $7.75 and $6.60 inc. tax, according to location

Choose your seat location from chart at Denny-Watrous office, Thoburns — Season tickets admit holders to 7 Concerts Lectures and Rehearsals — Single tickets: $1.93, $1.65, $1.10, 55c inc. tax ——— Telephone Carmel 62

DELIGHTFUL CUSTOM IS REVIVED BY MRS. LARSON

A delightful custom is being revived in Carmel next week when Mrs. Edith Larson of Old Cabin Inn will be hostess at a series of light suppers served following the Bach Festival programs each evening. Mrs. Larson announces that it is not necessary to make reservations. Coffee, home-made green apple pie, old-fashioned buttermilk hot cakes and other delicious foods will be served informally before the open fire to all those who so wish. Mrs. Larson plans to continue the custom often throughout the summer and fall to after-the-theatre parties.

Mrs. Larson, it will be remembered, recently re-opened Old Cabin Inn.

Mr. and Mrs. L. Everett Lovejoy, of Santa Barbara, spent a few days in Carmel last week, renewing acquaintances, after an absence of fifteen years. They made the trip here over the Carmel-San Simeon highway.

Mr. Lydik Jacobsen, a Stanford professor, who has a large circle of friends here, is building a house in the Carmel Woods.

"A Rare Experience" SAYS ARCHER WINSTEN, N.Y. Post

"Ordinary Superlatives Are Ridiculous." —Frank S. Nugent, N. Y. Times

ETERNAL MASK

(presented by Arthur Mayer & Jos. Burstyn)

"Provocative, Exciting." —Howard Barnes, Her. Trib.

"Fascinating." —Irene Creelman, N. Y. Sun

Fri.-Sat. Chevalier "Beloved Vagabond"

Sun.-Mon. Tues. "Fire Over England"

Filmarte

WED. - THURS.
Eves. 7:00 & 9:00
Mat. Wed. 2:30

Golfer

Bud Brownell, who last week won the championship in the Monterey Peninsula Country club's annual junior golf tournament, lost to Bill McLaughlin of San Francisco last week end in the semi-finals of the California State Junior golf championship at Del Monte.

Miss Margo Wilson Lamb, lovely daughter of Mr. and Mrs. Richard Lamb, was married Saturday noon to Conrad de Forest Swanson, at All Saint's church. The bride, given in marriage by her father, looked charming in a blue crepe ensemble with white accessories. She carried gardenias and lilies of the valley. After the ceremony a wedding breakfast was held at the Old Cabin Inn.

PICTURES, PICTURES

If you liked your picture when it appeared in the Californian, you may have the original print by simply dropping into the office in the patio of the Las Tiendas building on Ocean avenue.

We would appreciate it very much, if or when you may have a picture you think might be of interest to others, if you would bring it to us. We will pay $1.00 for any news pictures or other picture of general or special interest published in the paper. So, if you would care to make a little beer money, let us have a look at your best photographs. Glossy prints and negatives are necessary. We will be glad to return the negative after use.

DISMISS DIVORCE

Mrs. Minnie Jane Palmer of Carmel, who filed suit for divorce on June 30 from Lyle Miller Palmer in the superior court, filed a request with C. F. Joy, county clerk, on July 9 for a dismissal of the proceedings. In view of this request the divorce action was dismissed, presumably since a reconciliation had been reached, although the cause of the request for dismissal was not known. Mr. Palmer was not represented and had not answered the complaint, while Mrs. Palmer was represented by Messrs. Campbell and Robison, Carmel attorneys.

The engagement of Miss Martha Hallerson, of San Francisco, to Mr. Virgil (Bud) Burnham, well Carmelite, has been announced.

RANCADORE'S AMBULANCE SERVICE
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24 Hour Service

24 Hour Service

This Ambulance Is Being Used For Emergency and Invalid Patients Only

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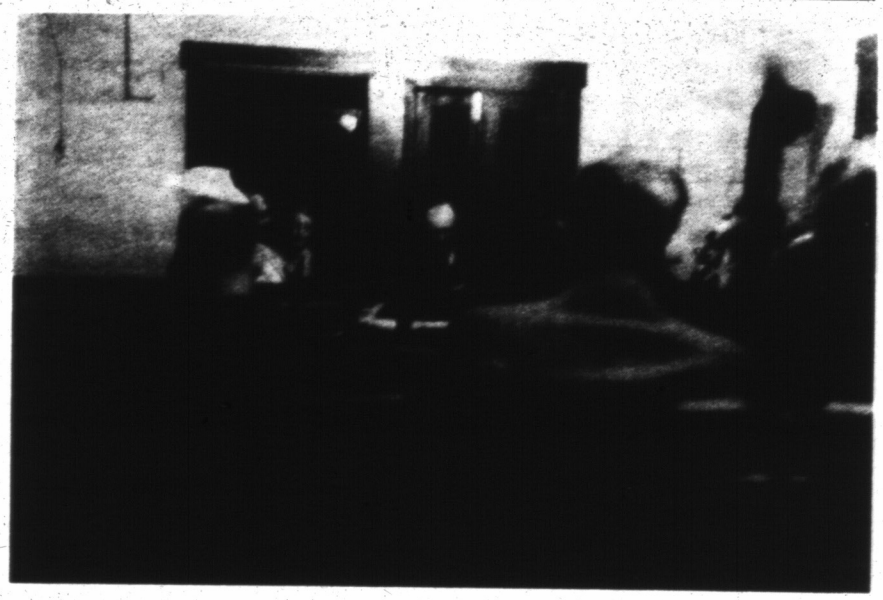
Fully Equipped With Complete First Aid Cabinets

Council Meeting



LULL BEFORE STORM . . . . Carmel Council goes into cone of silence at 9:20 Tuesday eveninig just three moments before Sadie Van Brower arose to dramatically declare that the audit of her books was bungled to the extent of at least 47 items and about nine-tenths of the amounts, the remainder she will make good, the council sighed in relief. This photo also depicts the sigh, which caused the photo to be slightly blurred.

PRODUCER HERE

The William Sistroms of Hollywood have leased the Ted Kuster house on the Point for the summer months. Sistrom, who is a well known producer connected with the RKO studio, will spend week ends here with his family, Mrs. Sistrom, and three children, Suzanne, Mary Louise and Billie. They expect to be here until September 1.

"Dangerous Corner" Excellently Done

There was mystery, interesting psychology, subtle dialogue, and a personal feeling of being on, or very near, a volcano throughout the tense, well acted, J. B. Priestly drama, "Dangerous Corner," produced by the St. James Repertory Company in the Golden Bough Green Room last week end.

It is a difficult play, difficult to climax, requiring unusual, repressed emotional acting to round out and make convincing. All this the company did most successfully. Members of the caste all acted their parts well, but the most difficult role seemed to be carried by Faye Emerson, a young actress with a delightful stage presence and much ability. There was a larger audience than last week-end, and a most appreciative one.

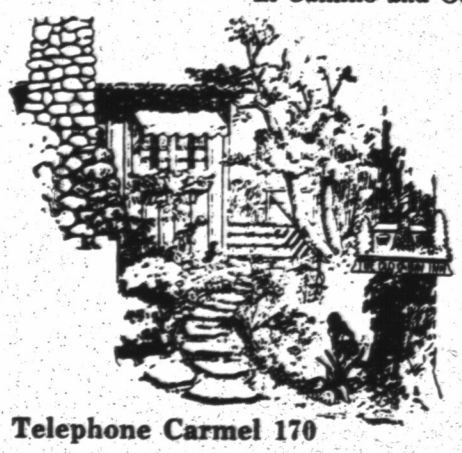
Carmel is going to find that this company comes up to the high standards of theatrical production Carmel expects.

This week's attractions will be three sea plays by Eugene O'Neill.

Bill Dickinson is back in Carmel again after a sojourn in Europe. However, Bill and his parents, the Henry Dickinsons, plan to leave on a motor trip after the Bach Festival, which doesn't give Bill much time to tell his many friends here about his experiences in Europe.

GANTNER & MATTERN
Swim Suits
and
Trunks
for all members of the family
STELLA'S
DRY GOODS STORE
Corner of Ocean & Dolores

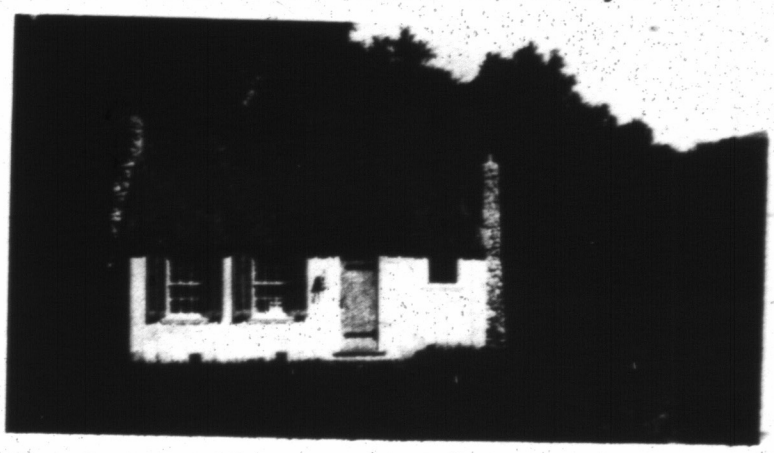
OLD CABIN INN
El Camino and Ocean



Drop in after the Bach Festival each night—and have a bite to eat with your friends—served before a cheery open fire.

Telephone Carmel 170

FOR SALE BY OWNER
an attractive modern cottage
in Robles Del Rio, Carmel Valley



Completely furnished. Two bedrooms, ant-proof cooler, fireplace, automatic hot water heater. It is situated on a large lot with lovely oak trees. A barbecue pit in back and a rustic fence around the entire property. This could not be duplicated today for less than $3,000. **$1950**

Box 223, Carmel — or Phone Carmel 54

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Sixth between Dolores and San Carlos

930 Club Dancers

A few of more than 100 who danced at the 930 Club Saturday night. Various photographic opinions have been advanced as to the nature of the whimfoozles swirling over the dancers. Some say it is static, others that the path of the subconscious, and still others that it is the nature of the modern influence. One thing is sure. It's not good photography.

Merry Crowd Attends 930 Club Opening

More than one hundred Carmelites and their friends attended the opening of Dick Bare's 930 Club Saturday night in the Legion hall.

Long in need of a place where young and old alike might dance of a Saturday night, at reasonable cost, Carmel has accepted the 930 Club as a place worthy of its particular atmosphere.

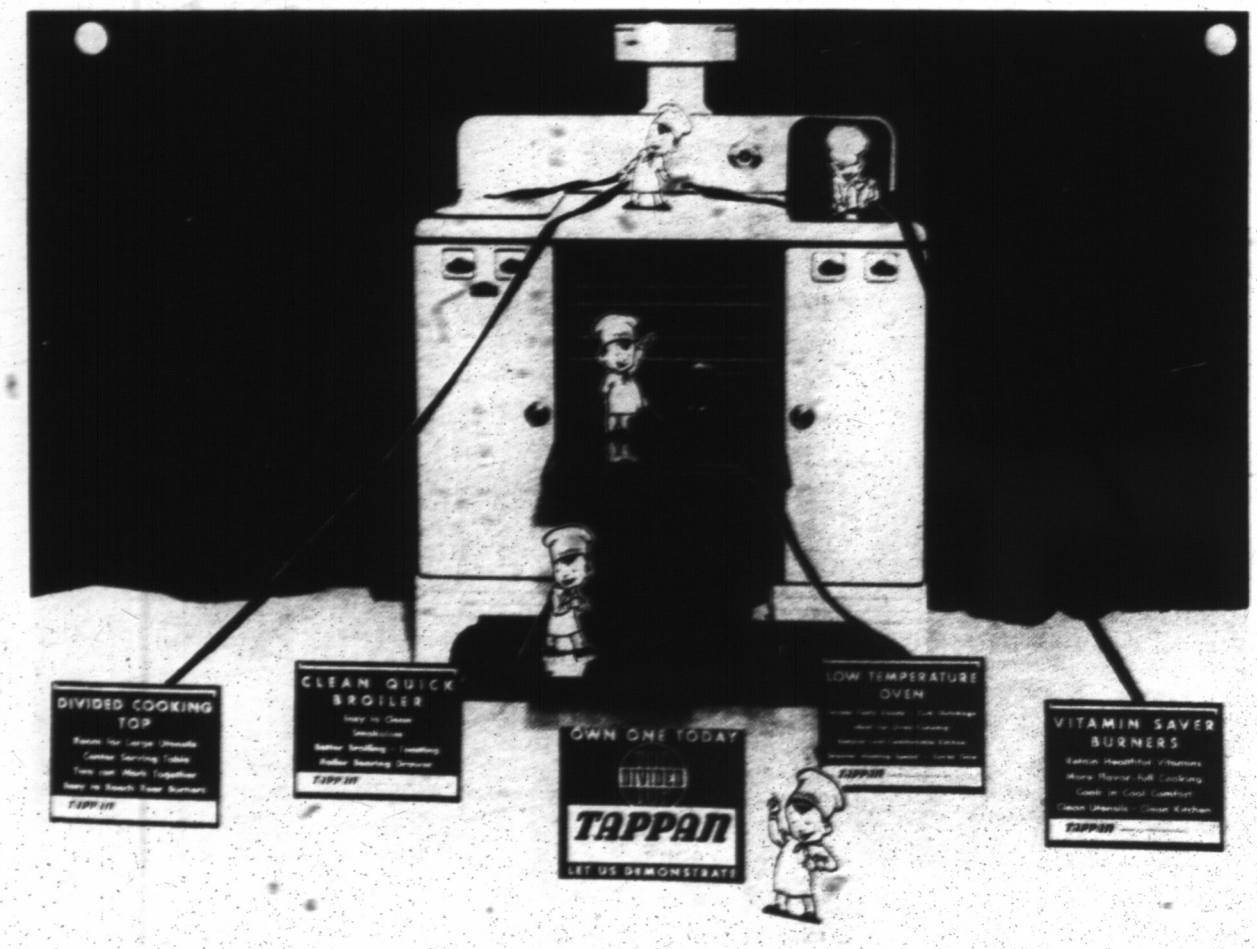
Many of Carmel's dancingest dancers were to be seen doing their stuff to the accompaniment of Allen Knight's music. Mr. and Mrs. By Ford, Mr. and Mrs. Ed Ewig, Doc and Mrs. Staniford, Mr. and Mrs. Ranald Cockburn, Mr. and Mrs. E. W. Hicks, Miss Betty Hyde, Mrs. Morton Henderson, Mr. James Smith, Mr. Dave Jordan, Mr. Lloyd Weir Mr. Phil Nesbitt, Miss Adrienne Lilico, Bob Smith, Mary Weldon and Dave Davis and almost everybody else was to be seen at some time or another throughout the evening.

A happy little floor show was provided. Betty Rae Sutton, Ruth Ausin's talented pupil, effectively danced two of her own interpretive creations. Babette DeMoe, blond and attractive pupil of Betty Carr, danced an exotic oriental number. Angelina, from Monterey, tap-danced attractively.

AUTOS COLLIDE

Mrs. W. J. Kingsland, Carmel, was rushed to Community Hospital Sunday afternoon to be treated for lacerations of the lip, nose and head as the result of a collision at Ocean and the State road when the car driven by Mr. Kingsland crashed into that of Victor Burris, Anderson Canyon, who was driving south on the highway.

Both cars were seriously damaged and had to be towed from the scene, according to Officer Leonard Williams, State Highway Patrol, who investigated the accident.



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New Monterey-Carmel
Bus Schedule
BAY RAPID TRANSIT CO.

Leave Carmel	Leave Monterey
8:10 a.m.	9:00 a.m.
9:15 a.m.	11:20 a.m.
11:45 a.m.	12:20 p.m.
12:45 p.m.	1:30 p.m.
2:30 p.m.	3:15 p.m.
3:45 p.m.	4:30 p.m.
5:30 p.m.	5:45 p.m.
6:30 p.m.	7:00 p.m.

Carmel Depot
Sixth and Dolores

PAULIST MISSION HERE

Reverend William A. Lynahan, of the Paulist Fathers, is in charge of the mission being held this week at the Carmel Mission. Services are being held every evening at 7:30, and a "question box" is one feature of the mission. The parish is being dedicated this week to Our Lady of Mt. Carmel, whose feast day is Friday.

Tonight the sermon to be preached it, "Which is the True Church of Christ?"; Thursday night, "The Confessions of Sin"; Friday night, "Why Am I a Catholic?"; and Saturday night, "Communism and Christianity."

The public is cordially invited to attend any or all of these services, according to Father Michael D. O'Connell.

To learn of the progress of The Californian Circulation Club contest and other matters of interest, tune in on KDON at 7:45 a.m., 12:45 and 8:15 p.m.

SMOKES - CANDY
MAGAZINES

●

Subscriptions taken for Newspapers and Magazines

●

EL FUMIDOR
Dolores Street

Honeymooners

Honeymooning at Pebble Beach are Mr. and Mrs. Jerry Wooliver. Mrs. Wooliver is the former Luraine Plank, who was active in Carmel theatricals a few years ago, and Mr. Wooliver, a frequent Carmel visitor, attends Stanford Medical school. The young couple plan to make their home in San Francisco.

VISITS HIGHLANDS

An interesting visitor at the Highlands this week is Wilford Beaton, publisher and editor of the magaizne Hollywood Spectator. Beaton is collecting material on the Carmel-San Simeon highway, to be used in a series of articles in the Spectator.

Fifty Members of Carmel Business Association Hold Dinner Meeting

The Carmel Business Association Friday evening at a dinner meeting in La Ribera hotel attended by more than 50 members listened to an address by Leon Liebes, San Francisco businessman, on the proper attitude of business people toward the community.

He emphasized that after a day's work in one's own behalf, one should spend the next hours devoting himself to community enterprises.

Captain Shelburn Robison, president of the association, appointed a committee composed of Mrs. H. C. Yates, Miss Hallie Sampson and Ed Ewig to interview county assessor Tavernetti concerning the 23.5 per cent of Carmel in the county assessment roll, the largest percentage gain of any city in the county. The association considers the increase out of proportion and the committee will make their report at the next meeting.

A report was made as to the reception by the city council of the recent petition by the association for restricted parking on downtown streets and other matters. The association requested that members attend the council meeting next Wednesday in City Hall.

Terry Ogden made a business trip to San Francisco Monday.

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Ocean Avenue Phones 423, 424

Open 5:30 a.m. to 9 p.m.

The Old Chop House

FINEST QUALITY FOODS AT REASONABLE PRICES

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Lunch 35c
Dinner 50c and 60c

San Carlos at Sixth

Two
Model Houses

By HENRY GUTTERSON

Architect

FOR SALE

Hatton Fields
Mesa

These Homes built by Hal Geyer are complete in every detail and have many features never before used. The views commanded are truly staggering.

SEE YOUR BROKER

Carmel Land
Company

THOBURNS—Gen. Agts.

PARKING PROBLEM

Having arrived at the conclusion that the Village's parking problem on Ocean avenue is due to the fact that most of the business men and their employees arrive early and run their cars into the choice parking space in the center of the thoroughfare, where they remain throughout the day, the Carmel Business Association has decided to remedy the situation by recommending to the city council that parking on the avenue be limited to two hours.

A majority of the city fathers have been sold on the idea and it is believed that an ordinance will be passed in the near future which will remedy the situation. At present, the town's only limited parking area is on Dolores street, between Seventh street and Ocean avenue.

COURTS NEAR COMPLETION

The Park and Playground Commission at a meeting last Tuesday night awarded the job of fencing the new city tennis courts which are now nearing completion. The fencing will begin immediately, according to Corum Jackson, chairman of the commission.

Mr. Jackson also stated that he hopes to have the Laykold playing surface finished and the courts ready for play by July 17th. The commission has agreed to accept the services of a WPA recreational supervisor who will have charge of the courts during the summer.

Our new subscription price is $1.00. We will give you more than your money's worth. One small dollar per year. Subscribe ! ! ! !

Artist

Robert Duncan McAllister, shown with a piece of his sculpture, has moved back to Carmel after an absence of two years. With him is Mrs. McAllister. They are now living at the "Rtom" on San Carlos street. Mr. McAllister, who formerly lived here three years, beside being a sculptor, is a painter and wodcarver.

We wish we had someone to interview, because we know a lot of big words too, and are dying to use them. And even if we don't know enough, there's a dictionary around somewhere.

Miss Eleanor Short, of San Jose, is in Carmel for the summer. She has music classes in Pacific Grove.

BUS SERVICE BEGINS

With service beginning last Thursday, the Greyhound Bus company inaugurated a new route from San Francisco to Los Angeles via San Simeon and the Coast Highway. This new schedule provides daily seryice between Carmel and Castroville, Watsonville and Santa Cruz. On the northbound route buses leave Carmel at 6:05 p. m. arriving in San Francisco at 10:50 a. m. Southbound buses leave San Francisco at 7:00 a. m. reaching Carmel at 11:50 a. m. Buses between Carmel and Los Angeles leave Carmel at 11:50 a. m. arriving in Los Angeles at 11:10 p. m. with similar service returning.

THE LITTLE GALLERY

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Ocean Avenue **Carmel**

Your Meals Are Built Around Your Meat

Here's how to make a delicious dinner using an inexpensive cut of meat—

MEAT LOAF

¾ lb. lean beef and pork
¾ lb. .l.e.a.n beef and pork all ground together
3 slices stale bread
2 eggs
Celery salt
Bacon fat
Bread crumbs

Pour boiling water over the stale bread and then squeeze dry. Knead together in mixing bowl meat, bread, one egg and yolk of other egg, small amount of bacon fat, celery salt and pepper. Mould into loaf shape. Add a little water to the remaining egg white, spread mixture over loaf, and roll in bread crumbs. Roast in open pan for about ¾ of an hour in hot oven. Baste occasionally with juice in pan. Several strips of bacon may be laid over the loaf to eliminate basting. Gravy may be made of drippings or this can be served with chili or barbecue sauce.

Serve with this baked potatoes and buttered carrots, and apple, celery and date salad.

VINING'S MARKET

Dolores Street We Deliver Phone 200

Rodeo Time in Salinas

Such exciting action as this may be witnessed any day now at the Salinas Rodeo grounds. This excellent action shot was taken by Myron Kerner, of Carmel, at the Fish ranch rodeo grounds.

Dyer-Bennet Recital

Last night Richard Dyer-Bennet, troubadour, appeared in a delightful song recital at the Green Room. Mr. Dyer-Bennet sang the folk songs, for which he is becoming famous, accompanied by himself on the lute, the last made by a famous Stockholm instrument maker. It is capable of remarkably mellow and sparkling tonal effects. Dyer-Bennet, a pupil of the great Sven Scholander, last of the troubadours, is endeavoring to carry on his traditions.

Patrons for the recital were: Miss Abbie Lou Bosworth, Miss Rowena Beans, Mr. and Mrs. Hurd Comstock, Mr. and Mrs. William Deker, Mr. Henry Dickinson, Mr. and Mrs. Hal Garrott, Mr. and Mrs. Charles S. Greene, Mr. and Mrs. John O'Shea, Miss Tilly Polak, Mrs. Valentine Mott Porter, Mrs. Walter B. Snook, Mr. Noel Sullivan, Mr. Frank Wickman, Mrs. J. L. Williams and Mr. and Mrs. Fritz T. Wurzmann.

Mrs. William Abbott and son, Bill, are staying at the Green Lantern for two weeks. Mrs. Abbott is an Oakland art teacher.

Pat Coblentz returned to Carmel yesterday after a week's visit in San Jose.

Mrs. Rhys Williams, and young Rhys, are in town, staying at the Jack Gilbert house. Rhys Williams is leaving soon for Europe to be the one American in official capacity at the 20th anniversary of the Russian Revolution. Mrs. Williams is planning to spend the summer in Canada.

Mrs. E. F. Loescher and Mrs. Reith Paterson, with the former's mother, Mrs. Whitehead, all of Fresno, have taken a cottage in Carmel for the summer.

Dr. Francis V. Randol
General Dentistry and Orthodontia

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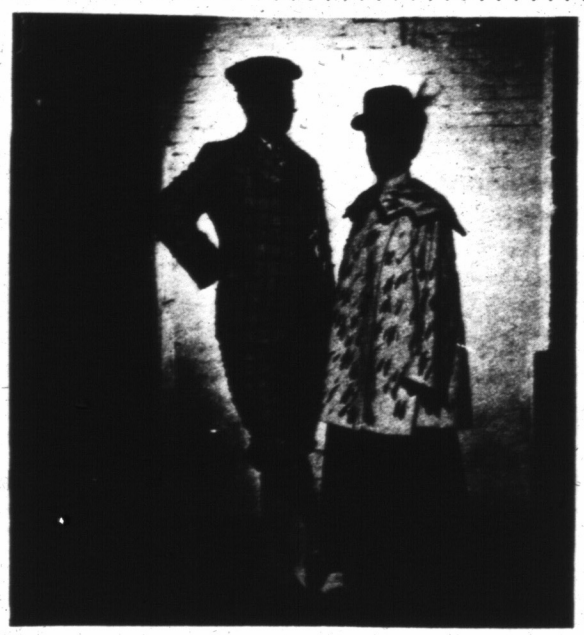
Opposite Telephone Office
Phone 1058



There'll Be a Hot Time In the Old Town Tonight Because We're Going to

Whitney's

Breakfast - Lunch - Dinner
Cocktails

Ocean Avenue **Carmel**

If . . .

you're planning a trip on the new highway — or anywhere

Or if . . .

you're spending your summer in Carmel

Let Us Care For Your Car

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Certified Lubrication
First Class Repairing
Polishing
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STUDEBAKER SALES

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And Don't Forget —

If you'll give us a ring, we'll come to your house or anywhere on the road to fix your car—

We'll call for it and deliver it anywhere.

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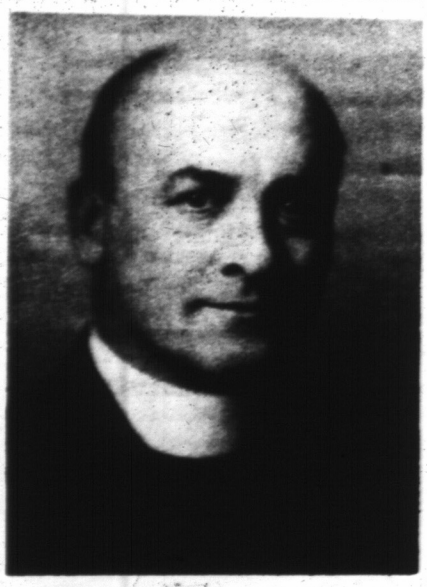
San Carlos Motor Sales

Phone 419

San Carlos at Seventh Carmel

New Pastor



Reverend William A. Lynahan, noted Paulist Father of many years experience, had charge of the mission opening, Sunday at the Carmel Mission. He will be here, and preach each day until July 18.

MRS. JEFFRIES WRITES "TIME" TO IDENTIFY OLD PORTRAIT

Mrs. Robinson Jeffers wrote the following letter to TIME magazine seeking identification of an old portrait which TIME captioned "Santa Lucia Lady":

Sirs:

. . . Along the road (Carmel-San Simeon highway, opened late last month) are the mouths of many lonely and inaccessible canyons which creep away up into the Santa Lucia mountains. Five miles up one canyon is a large lime kiln deserted for more than thirty years. No wagon road ever went to it. The lime was brought down from the mountain to ships at the shore by a mile-long steel cable. The trail over which I suppose burros could travel is obliterated most of the way. We first explored this canyon a dozen years ago the kilns and a score of houses are deserted and overgrown with poison oak and empty save for bats and snakes and a few broken tables and benches. (A considerable enterprise—over 300 men employed there.) No one goes there now. We were startled the first time to find standing on the floor in a dim corner, the portrait of an old lady in a massive frame in an otherwise empty cabin—a sensitive old face just come from some secure New England village!

Just now again we have been there and went at once to seek our old lady, pensive and enduring as ever, we found her, even more shut in and solitary. Outside her cabin are the only garden flowers (everywhere a riot of wild flowers—even wild rhododendrons), against her house a clump of calla lillies and fragrant pink cabbage rose. We took her into the sun and photographed her. Who can name her?

UNA JEFFERS.

Miss Virginia Short left today to return to her home in Stockton, after spending a week here with her sister, Miss Eleanor Short, who is conducting the choir at the Pacific Grove Sumer Music Session.

From Gilroy, last week came Mrs. Florence Zuck Severn to open a radio shop here. Mrs. Severn is the step-daughter of Claribelle Zuck, well known Carmelite.

Christian Science Services
First Church of Christ, Scientist
Carmel
Monte Verde Street, one block North of Ocean Ave., between 5th and 6th
Sunday School 9:30 a.m.
Sunday Service 11:00 a.m.
Wednesday Evening Meeting 8:00 p.m.
Reading Room
Ocean Avenue, near Monte Verde
Open Week Days 9 a.m. to 5 p.m.
Evenings: Tuesday and Friday 7:00 to 9:00
Holidays 1:00 to 5:00
Public Cordially Invited

What About Cigarette Burns and Tears?

We do invisible patching — and cleaning, of course.

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Dry Cleaning Service
Call & Deliver
Lincoln Street
between Ocean and 7th
Telephone 18

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FOR HEALTH—Let us fill your prescriptions—the purest drugs compounded with care by a registered pharmacist.

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SEAFOOD RESTAURANT
at the
Foot of Fisherman's Wharf

NOW IN SEASON:
Rainbow Trout
Jumbo Shrimps
Lobster
Crab
Pompano
And All Other Seafoods

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The Latest Map of Carmel

is now available in our office for reproduction.

May we call and suggest uses for this map in your printed matter?

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HERALD
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Monterey, California

MORE "TATTERS"

Tatters has proved such a howling success that it will be repeated again this Thursday, Friday, Saturday, Sunday in the First Theater in Monterey. The big surprise of these evenings will be the entrance of By Ford into the cast, taking the place of Milt Latham. This is really good news for peninsula theater goers, even though we'll miss Milt's excellent interpretation of Marston, because By has been identified with the drama here for so many years, and he is a prime favorite with everyone .

Raised benches will be put in the theater, for this repeat, which will enable everyone to have a much better view of the stage. It will be most interesting if Denny-Watrous have launched another revival to take the place of the "Drunkard."

Mrs. Tacher and daughter, Lorraine, of Sacramento, are in Carmel for the month of July.

NEW PROBATION OFFICER

The new Assistant Probation Officer of Monterey county is Miss Charlotte Bangert, who was appointed as of July 1 by nomination of the probation committee of the Juvenile Court, and took up her new duties immediately.

The new assitsant was director of the Monterey Peninsula Community Center for two years, then was a case worker for the Monterey county welfare department for five years, and is well known on the Peninsula.

Many Carmelites attended the swimming meet held at Del Monte last Sunday. Among those seen, enjoying the excellent exhibitions were, Beverly and Joan Tait, Betty Reynolds, Marcy Brennan, John von Salza, and Tommy Hooper and others.

Colonel and Mrs. Walker McClure, of San Francisco, are in their home here on Camino Real, between 8th and 9th.

NOTICE TO CREDITORS

In the matter of the estate of—GIACINTO RE, deceased.
No. 6,063

NOTICE is hereby given by the undersigned, AMELIA J. BASSI as administratrix of the estate of GIACINTO RE, deceased, to the creditors of and all persons having claims against the said decedent, to file them, with the necesary vouchers, within six months after the first publication of this notice, in the office of the clerk of the Superior Court of the State of California in and for the county of MONTEREY, or to present them, with the necessary vouchers, within six months after the first publication of this notice to the said administratrix at the law offices of Messrs. Hudson, Martin & Ferrante, attorneys for said administratrix, in the Professional Building in the City of Monterey, California, which last named place the undersigned selects as her place of business in all matters connected with the estate of said decedent.

DATED at MONTEREY, California, July 2, 1937.

AMELIA J. BASSI
As administratrix of the estate of GIACINTO RE, deceased.

HUDSON, MARTIN & FERRANTE,
Attorneys for administratrix.
Date of first publication, July 7, 1937.
Date of last publication, August 4, 1937.

Miss Elizabeth Pelley has as her house guest her niece, Miss Winifred Pelley, a student at the University of California, majoring in psychology. Miss Pelley plans to remain about three weeks.

Classified Ads

REPOSSESSED HOME — Loan company offers La Loma Terrace home of 5 rooms and bath, 1 car garage, 2 lots. Bargain price, easy terms. Carmel Realty Co., Ocean Ave., Phone 66.

MODERN 2 bedroom cottage, hardwood floors. Two lots, patio, grill, double garage, completely furnished. $4500. See Gladys Johnston, Realtor.

FOR SALE: "The house that Jack Built" double construction redwood slabs outside with bark exposed—beautiful rustic finish—three bedroms, hardwood floors. Fine garden place, completely furnished. THOBURNS, across from the Library.

WE STILL HAVE: A number of attractive cottages for rent at reasonable rates. Carmel Investment Co., Ocean Ave.

Hope and Faith Thomas were in Carmel for just one day last week. Faith has recently returned from a trip around the world. Hope was the kindergarten teacher at Sunset school last year, and will take the same position this fall.

La B O N I T A

An aureole of soft, winsome curls

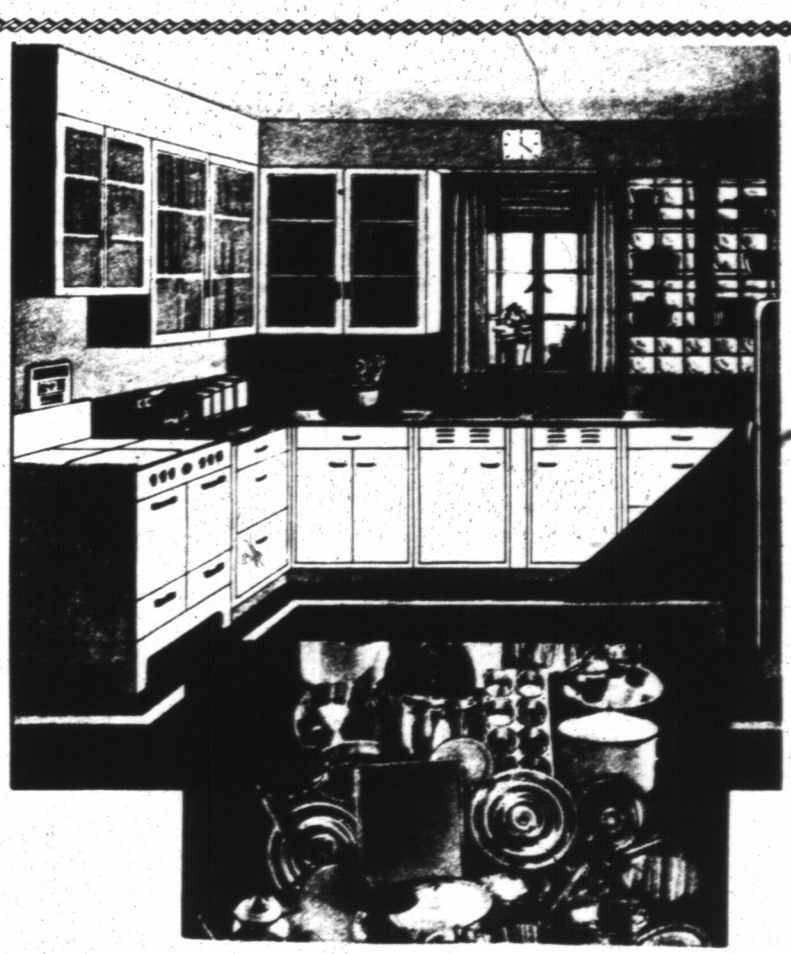
Phone 639

It's perfect for summer sports or summer evenings —and easy to care for with a NOMA Machineless Permanent.

Dolores Street Carmel

Famous Foods
Served in Excellent Taste

M. C. SAMPSON
CARMEL-BY-THE-SEA



Don't Forget the Most Important Room in Your House

NEW POTS AND PANS FOR CLEAN AND PLEASANT COOKING

Wearever Aluminum
Pyrex
Enamel Ware
Electric Roasters,
Waffle Irons,
Toasters
Coffee Makers

ALSO

Special Prices for Silex Coffee Makers

CARMEL HARDWARE

DOLORES STREET

Bach Artists Here

The daily rehearsals for the Bach Festival started last Sunday with the arrival of Director Michel Penha from Los Angeles. All the soloists will arrive this week end, with the exception of Ralph Linsley, Andrew Sessink, and Noel Sullivan, who are now in Carmel. The National Broadcasting company is making arrangements to put the Festival on the air, and although the time has not yet been definitely set, it will be early Sunday evening, July 25, on a national hook-up.

Few people realize the great interest that is being taken in the Bach Festival by music lovers throughout the state, and for Carmel to present something as impressive, superior, and beautiful as the Festival makes it seem a city six times its size. Having musicians in town for this event takes away the bitter taste left with Carmelies afer the descent of he miscellaneous hordes over he Fourth.

Dog Show Planned

July 24th (Saturday) is the big day for the Canine members of society on the Peninsula when many of the local blue-bloods will make their debut at the show to be held on the lawns of the Del Monte Hotel. The fourteenth annual Del Monte Kennel Club will bench their show between the hotel and the swimming pool and from ten until 5:30 there will be much to interest the dog-minded people of the neighborhood.

The judges are the best. Mr. E. D. Knight is coming from Charleston, W. Va., to judge all Sporting Dogs and Best Dog in the Show. Mr. Victor Laugeson from Cleveland will pass on the Terriers. Working dogs, toys, and non-sporting Dogs will be judged by Mr. Chris Shuttleworth of Los Angeles. Special judges will be on hand for the Dachshunds and Chows.

Obedience trials will be staged for the intellectuals of the canine world and many poodles are expected to compete. This is the first time that the open class (advance group) has been judged in Northern California.

The Gary Coopers will be up with a Sealyham puppy, son of the dog who went Best in Show last year. We are anxious to see what this young hopeful will do.

Mr. Stuart Erwin will be here with his Scotties who have just returned from winning top honors at the Morris and Essex Show in New Jersey.

Mr. Charlie Ruggles will arrive with his string of show dogs, etc.

All in all this should be the most successful Dog Show ever staged in nothern California.

Statuesque

Halldis Stabell, instructor in the scientific, esthetic reconstruction of the body, has reopened her studio in Carmel. Miss Stabell was married recently to David Nelson Smiley in Carson City, Nevada.

Halldis Stabell

The Renaissance of the Body
Breathing — Relaxation

Classes for Adults and Children

PRIVATE LESSONS

P. O. Box 1271
Phone 215-J

Mission St.
Between 11th and 12th

FOR GOOD EATING AT

Leidig's Grocery

and before you can say "Tally Ho" we'll have your order delivered at your door.

OPEN EVENINGS AND HOLIDAYS

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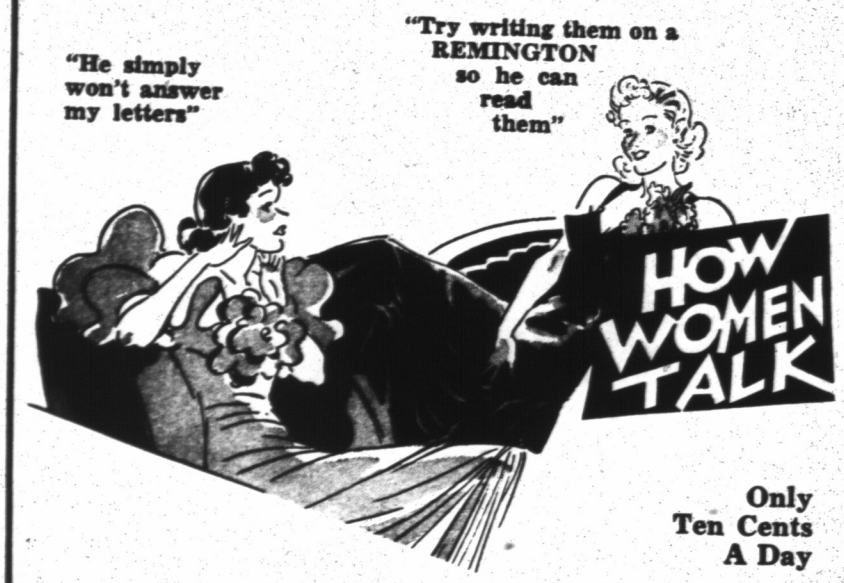
Carmel's Smartest Sandwich Shop

Walt's Dairy

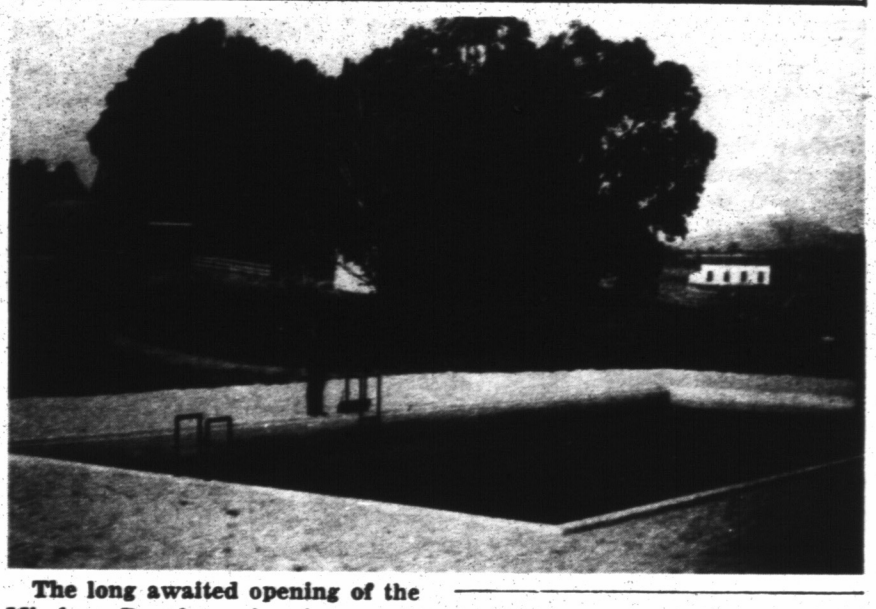
Carmel Theatre Building



Only Ten Cents A Day

SPENCER'S
HOUSE OF CARDS

Mission Ranch Pool



The long awaited opening of the Mission Ranch swimming pool, shown above, will take place this week-end, according to John Riley O'Donnell, the manager of the club.

Californian Begins Circulation Drive

A Californian in every home on the Peninsula ! ! ! That is the goal set by this paper in announcing a circulation drive of a magnitude never before attempted by a Carmel newspaper. Approximatcly $1200 in prizes and cash commissions will be given the residents of this vicinity on August 28, 1937.

A brand new 1937 Ford V-8 Tudor Sedan, fully equipped, from the Berthold Motor Co., local agents for Ford, will be the grand prize. This modern, eminently respectable automobile is now on display at the Carmel showroom of the Berthold Motor company, San Carlos and Seventh streets. This is not just any old Ford to be given away, but such a car as any one of our readers might pick if he were to purchase a Ford today.

Think of winning this Ford, all ready to go, with sales and personal property taxes paid and license furnished—all in return for a few weeks' pleasant and profitable work.

The second prize will be $200 in cash; the third $75, and the fourth $25, besides a ten per cent cash commission to all who do not win a prize.

Read complete directions on page three of this issue and send in your name at once. If for some reason you are unable to participate in this grand prize distribution, send in the name of a friend. If in this manner you nominate the winner of the Ford car you will receive a special compensation of $5.00 for your interest.

Club membership is open to everyone, men, women, boys and girls. All you need do is send in a membership blank and come to The Californian office, get a free receipt book and commence work getting your friends and acquaintances to subscribe to The Californian, the price of which is only $1.00 per year. Those who are now taking the Californian may renew subscriptions through Club members.

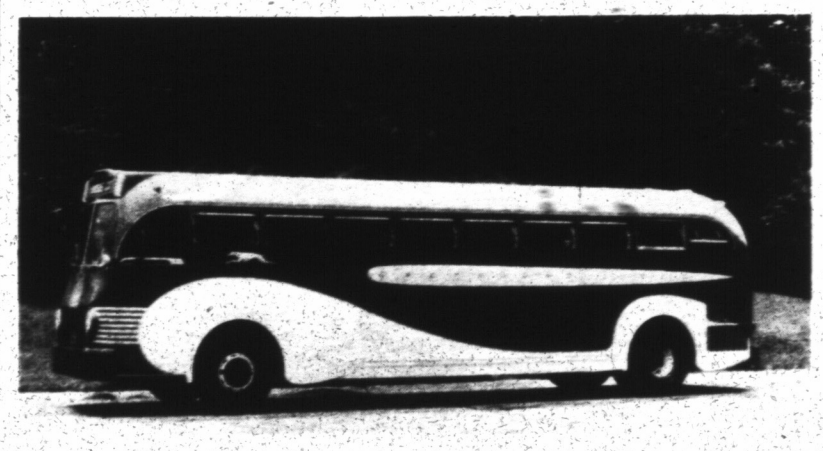
Come to The Californian and talk over the details or have our representative call upon you without obligation.

REYNOLD'S
COFFEE SHOP

Chili and Steaks
Fish Dinners

Deluxe Hamburgers
With Cheese . . . 15¢

Dolores . . . Across From Western Union



A new through service has been inaugurated over the San Simeon Highway on July 8

Bus leaves

CARMEL FOR LOS ANGELES
11:50 A.M. — Arrives 10:10 P.M.

CARMEL DIRECT TO SAN FRANCISCO
6:05 P.M. — Arrives 10:50 P.M.

CARMEL 40

For information and tickets —
Taxi Service and Sight-seeing Trips

New location of the Pacific Greyhound in Monterey—
Corner Franklin and Pacific Sts.

M. J. Murphy, Inc.

"Everything to Build a Home"

also

All Kinds of Fuel – Oak – Pine
Manzanita – Mill Blocks – Coal

Phones:

Monterey 3191 Carmel 154

Semi-Annual Florsheim

Shoe Sale

IS NOW ON

Men's Footwear
$8.85 and $8.35

Formerly
$11 and $9.50

Imelman's
Sportwear Shop

Ocean Avenue Carmel

Actor

Playing the part of Gordon Whitehouse in "Dangerous Corner" was Robert Galbraith, a member of the St. James Repertory company.

CITY COUNCIL MEETS

The Carmel Business Association submitted a letter to the council last Wednesday evening suggesting four changes in city ordinances.

The association suggested that the $100 license tax imposed on new business here, and rebated on a gross sales basis at the end of the year be forfeited by enterprises which failed to remain in business the full twelve months. This would tend to discourage seasonal business and protect local merchants.

Second recommendation was that a law be passed to govern special sales based on a Pasadena ordinance.

The parking problem was next. Two-hour parking was desired on Ocean avenue between Monte Verde and Mission; Dolores, San Carlos and Lincoln from Ocean to Seventh.

The association asked that peddlers licenses be increased from $3 to $10 and canvassers from $10 to $20.

Shelburn Robison then asked, on behalf of the association, that the council appropriate $175 for No-Parking signs to be erected on the restricted parking area. The council side-stepped all the proposals and association representatives, Cap Robison, Hap Hatsy, and Fred Bechdolt and others, went home the richer only in that they had attended a council meeting.

B. W. Adams, city inspector, submitted his application for building inspector under the new code in opposition to Clay Otto. E. F. Morehouse and Barnett J. Segal submitted bids for the city insurance, the establishment of a down-town fire zone, a discussion of street drainage conditions prompted by a letter from Ralph A. Coote, and other business was argued.

The meeting adjourned, as usual, and several newspapermen were reported crushed in an effort to climb over the rail and obtain a copy of Campbell's telegram.

Our new subscription price is $1.00.. We will give you more than your money's worth. One small dollar per year. Subscribe ! ! ! !

FLASHLIGHTS

The inevitable has happened at last, and the following shows the well-deserved and touching bit of sympathy that we are receiving from the Oakland Tribune—"Horrors! Busses in Carmel! Old timers and artists began to pull their hair and bite their nails this week, following the announcement that busses will be run daily between Los Angeles and Carmel."

Happy Whyte has joined the Sampson forces. Is Mrs. Sampson trying to get a corner on all the attractive girls in Carmel?

According to all reports, Jean Arthur, who was a Carmel visitor last week, left our midst in a huff. It seems that even in Carmel we have autograph hounds, and such.

BOARDING BATHING

The Del Monte Kennels

J. A. WEST, Owner

Have your dog groomed and stripped by an eastern expert.

Telephone 5327
Monterey, Calif.

930 CLUB

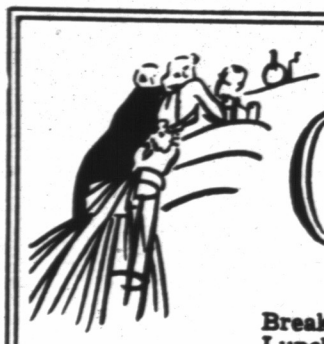
CARMEL'S ONLY PLACE TO GO!

Dolores and Eighth — Each Saturday Night

Dancing and a Floor Show

9:30 p.m. Until 1:30 a.m. • No Cover Charge

Music by Allen Knight • Cocktails by Julian • $1.00 per Couple



Cocktails

WHEN IT'S A MATTER OF TASTE

Try Sade's

Breakfast
Lunch
Dinner

Our Specialty
Soft-shelled
Crabs

Ocean Ave.
Carmel

CALL AHEAD
to make sure

CALL BACK
to reassure

You will enjoy your vacation more if you *know* that accommodations are waiting. If you *know* that the friends you want to see are on hand. And if you *know* that things at home are going all right. To telephone ahead and to telephone home are easy and quick to do, cost little and mean a rounded-out carefree outing.

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY

Dolores at Seventh — Phone 20

For Limited Time Only!

$2 Value for $1

Sensational Offer

from Dorothy Perkins

To make new friends for these unusual beauty preparations Dorothy Perkins is presenting a regular $1 Treatment Kit, without charge, to every purchaser of a $1 box of Dorothy Perkins supersoft Face Powder.

The Complimentary Kit Contains

generous sizes of Cream of Roses, Rose Lotion, Tissue Cream and Skin Tonic. This offer is limited. Get your gift set now!

PEASE THE DRUGGIST

Pacific Grove — Phone 3340

Character

Peter Burk snapped this fine photograph of the curiously resistant, tenacious, oft-photographed Monterey Cypress. Regardless of the appeal this tree has to photographers, the venerable cypress, like an old, life-worn face, is always an apt suject for character study.

NEW LIBRARY BOOKS

The Carmel Library exhibit in the Fee building this week features late fiction. All are books which have come out in the last few months. Among the best are, "Mice and Men" by John Steinbeck, "The Sisters" by Myron Brinig, "American Dream" by Michael Foster, "Three Comrades" by Erich Marie Remarque, "We Are Not Alone" by James Hilton, "None Shall Look Back" by Caroline Gordon, "Northwest Passage" by Kenneth Roberts, "Of Great Riches" by Rose Franken, "Pattern for Three" by Mary Hastings Bradley, and "The Wind from the Mountains" by Trygue Gulbranssen.

THE
PET
SHOP
480 Alvarado Street
Tel. Monterey 4681

Has Anyone Stopped To Think?

By SALLY FRY

Has anyone, during this long and disagreeable controversy about the city clerk's books, ever stopped to think what Miss Van Brower is laboring under. In the past eleven years, every assessor in the country has had his books audited eleven times. Miss Van Brower has never had the benefit of that help. Mr. Tavernetti, county assessor, says that every year there are ommissions on the roles in his office, in fact in every office, but the yearly audit catches these mistakes before they are carried into the following year.

Monterey has a population of about 9,700, and Carmel about 3,200; Monterey has an assessor, 2 deputies and two helpers, one a stenographer, while Carmel has an assessor. True, Monterey is three times as large as Carmel and should have more help, but since January, 1930, Monterey has grown 3 per cent and Carmel 17 per cent, and Carmel still has the same set-up.

If an expensive public accountant, working a year makes 46 mistakes, his work is of no value —and that against 75 mistakes in 11 years is laughable. It now turns out that Saidee made a mere two dozen. Could any office in America show such a record?

ROLLER SKATING PARTY

Mrs. Ivy Van Cott and Misses Betty and Ida Jean Hyde were hostesses at a roller skating party and spaghetti dinner last Wednesday night. Those who enjoyed the party were: Mr. and Mrs. John Neikirk, Mr. and Mrs. Thomas Mulvin, Mr. and Mrs. Cassius Dowell, Mr. and Mrs. Carl Moll, Mr. and Mrs. Al Sparks, Mr. and Mrs. Ted Sierka, Mr. and Mrs. Hap Hasty, Mr. and Mrs. Milton Latham, Mrs. Fern Hyde, Mrs. Richard Johnson, Happy Whyte, Nadine Fox, Beverly Tait, Betty Carr, Mary Wheldon, Doris Dale, Eleanor Morehead, Betty Hughes, Marcy Brennan, Ted Watson, Lloyd Weer, Don Clampett, Tommy Hooper, Bill Johns, Louis Conlan, Fran Conlan, John von Salza, Bud Todd, Stanley Cahn, Dave Davis, Ray Burns, Charles Bechdolt, Wendell Nickolas, George Marsh, Fred E. Russell, and Jack Jordan.

Gracious Living Means
FINE FOOD
The best of fresh fruit and vegetables — The finest brands of prepared delicacies
Reasonable prices, plus delivery and personal service.
CARMEL GROCERY
FRED McINDOE
Dolores Street Phone 268

This is the season for bargains in househeating. Thousands of persons will take advantage of the 10% Price Slash on Gas Heating Equipment this month. They will have their houses ready for winter. They will not be caught in the winter rush of Gas Heating installations. They will save money by buying this essential equipment now, but they need not start their monthly payments until after October first.

Read these 4 straightforward features of this Summer Discount Sale of Gas Heating Equipment:

1. 10% OFF on all types of gas heating equipment.
2. 10% OFF on Complete Installation of furnaces, steam boilers, radiantfires, gas steam radiators and floor furnaces. On Circulating Heaters the Summer Discount applies on purchase price and Simple Installation.
3. Immediate installation and use of the equipment.
4. Easy terms. Small Down Payment and NO MONTHLY PAYMENTS UNTIL OCTOBER FIRST.

SEE YOUR DEALER
P·G·and E·
PACIFIC GAS AND ELECTRIC COMPANY
Owned · Operated · Managed by Californians

Historic Carmel Wood

Over the hills from Mission Monterey two centuries ago came the padres to establish another mission at Carmel. Their purpose was accomplished, but the route between the two was long and wearisome. And so came into being the famed Trail Station of the Cross.

Today the same staunch pines that greeted the padres in the eighteenth century stand stately guard over the route of the Trail Stations where the Fathers once paused in their journeys to rest and pray—Carmel Woods.

The padres chose the sites of their stations not only for travelling convenience, but for beauty in those days before men poured into peaceful California, flushed with the feverish lust for gold. It was the only natural thing that they should have laid their trail through Carmel Woods. Again it was only right that those days should have been commemorated at the first Serra Pageant.

In 1922 Carmel Woods was opened by the Del Monte Properties company. All the spirit of California of past and present came to watch and approve the giant civic celebration that surrounded the opening.

The clergy, civic leaders, world-famed names from the art colony, hundreds who had roamed the world and had chosen Carmel for their home joined in the fiesta.

A procession formed on Ocean avenue near San Carlos. Slowly it wound its way in solemn silence to the Serra monument, which had been erected by Jo Mora, the world-renowned sculptor, at the bend in the old Carmel Road.

The monument was unveiled by Father Mestres. George Sterling wrote a special poem for the occasion. Susan Porter read it. And Carmel Woods officially was welcomed into the beautful city by the sea by its Mayor, William Kibbler.

Fifteen years later, Carmel Woods is today a synonym for beauty, for peace, for Home.

The spacious home tracts, glorious view, warm clean sunshine filtering through the perfumed pines retain all their power of old, still attract the poet, the writer, the artist, he who loves nature and he who loves beauty.

Many famous personages make their homes in Carmel Woods. Among them may be found Paul Whitman, one of the nation's most celebrated artists, Artists August Gay and Phil Nesbitt, Herbert Heron, former poet-mayor of Carmel, Charles L. Berkey, one of the Peninsula's leading bankers, wealthy society leaders from all parts of the nation.

Carmel Woods is but a few hours' drive from San Francisco and Los Angeles. A few minutes away is one of the greatest of the world's sports centers, Del Monte. Easy access is available to anything that men may desire.

The sites that the Fathers two centuries ago selected for their beauty are here today. They are here, among the pines, in Carmel Woods.

Our new subscription price is $1.00.. We will give you more than your money's worth. One small dollar per year. Subscribe ! ! ! !

CARMEL INN SOLD

The Carmel Inn was sold last week to Mr. and Mrs. B. F. Sappok, who have been living in Carmel for the past eight years, and who have gained experience at Del Monte Lodge. The new managers will make a few changes in personnel and accommodations, and the lovely new lobby, charming patio, and attractive rooms make it one of Carmel's nicest places to stay.

Hotel LaRibera
AND
Dining Room
Lincoln at Seventh Phone 800
Breakfast - Luncheon
Dinner
H. C. OVERIN, Mgr.

F. L. MANGRUM
Watch, Clock and Jewelry Repairing
Las Tiendas Patio
Ocean Ave.
Entrance Opposite Bank

ST. JAMES REPERTORY CO. Presents
The Sea Plays by Eugene O'Neill
"In the Zone" "The Long Voyage Home"
"Where the Cross Is Made"
Thurs., Fri., Sat., Sun — July 15, 16, 17, 18
GOLDEN BOUGH GREEN ROOM
Casanova between Eighth and Ninth
Tickets $1.10, 83c, 55c Curtain 8:30 p.m.
All Seats Reserved Seats at Staniford's Drug Store
July 22, 23, 24, 25——"HAY FEVER", by Noel Coward

• CARMEL WOODS •

On a Wooded Knoll...

OVER LOOKING THE OCEAN

Trees are friendly things and particularly desirable around a home. It is difficult to picture a comfortable home without big, generous trees. It takes many years for trees to grow to a proportion of beauty—that is why it is so important when you are looking for a home to find a place with trees. You will be impressed with the size and beauty of the oaks and pines in CARMEL WOODS. You will also be impressed with the amount of warm sunshine on the wooded knoll overlooking the ocean. You will be impressed with the excellent drainage and the help it will be when winter comes. There will be no flooded cellars or sewage problems in CARMEL WOODS. You will find it convenient to everything and you will find good neighbors in this well restricted area—all this at prices that are moderate. Before deciding on a homesite, investigate CARMEL WOODS.

See Carmel Woods First!

DEL MONTE PROPERTIES CO.

Offices: Carmel, Ocean Ave. and Dolores • Hotel Del Monte • 411 Crocker Bldg., San Francisco
Ambassador Hotel, Los Angeles

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Carmel Woods • Pebble Beach • Monterey Peninsula Country Club • Pacific Grove Acres
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